*(The entries shall be uploaded on online platform. The sample form is just for reference and to help you compile the information.)*

**Select Category:**

**Select Sub Category:**

**Project Name:**

**Period of the Innovation/ Execution:**

**Description:**

Any structural changes only pertaining to the campaign and temporary in nature like any innovation of traditional / DOOH media format, such as, cut outs and extensions added to the media unit; motorised movement of elements for media display; creative illumination of ad display; application and use of technologies that creative innovative ad displays, or any other distinct innovation of a traditional or DOOH media unit will be eligible for entry under this category.

Describe the technical and aesthetic aspects of new format within 500 words covering following points

-The nature of innovation carried out on a particular media site / asset - The idea

-Scale and execution details

-How the innovation enhances the quality of advertising on the particular media and the impact of the format innovation

**Upload Project Images:**

Maximum 10 images of 10 MB file size in all.

The images shall be in JPEG/PNG formats; (max width 900 px and max height 900 px), Resolution -150-300 dpi.

Images should cover - Actual executed images showcasing innovative format/s

UPLOAD IMAGES

**Upload Video:**

The video content shall be structured as per the parameters defined for this award category.

The duration of the video shall not exceed 2 minutes. The file extension shall be **mp4** and the file size shall not exceed 40MB.

UPLOAD VIDEO